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Good Peaches Always Bring Big And Quick Profits

Burbank's July Elberta
A Great Hardy Peach



JULY ELBERTA LOADED WHEN OTHERS FAIL

All varieties of peaches were almost total failures this year because of a February freeze at 24 degrees while peaches were in bloom — EXCEPT BURBANK'S JULY ELBERTA. July Elberta had three-times as many peaches as they could carry and had to be thinned.

I also have in my orchard June Elberta and Stark Queen Strain of Elberta. All are satisfactory. However, July Elberta bears when all others fail. In fact, Burbank's July Elberta is overloaded this year when all other varieties — both early and late — are either complete or near failures! Therefore, if I were planting more peach trees I would plant Burbank's July Elberta and Hal-Berta Giant. Logan Fain, Morris County, Texas.

"I have 15 trees of July Elberta 4 years old. They stood 3 years of bad drought and heat and the cold of Nebraska winters and still came through with a big money crop. If I set out any more peaches it will be Burbank's July Elberta." N. White, Otoe Co., Nebraska.

BURBANK'S JULY ELBERTA

Here is the OUTSTANDING HARDY EARLY PEACH OF THIS CENTURY — the product of the wizardry of the great Luther Burbank. It is now coming into bearing in orchards all over the country, and CREATES A SENSATION wherever it fruits and wherever it goes to market. It is VERY HEAVY, SURE BEARER — peaches of good size — a flashing red and gold in color — EXTREMELY HARDY, — bearing when others fail — ripe about half way between June Elberta and Stark Early Elberta — a TRUE FREESTONE — pure golden yellow flesh — of SUPERB QUALITY — holds up well and ships well. Should be largely planted along with the great Hal-Berta Giant.

HAD MARKET FOR 1000 BUSHELS

I can't say too many good things about the Burbank's July Elberta. They color all over several days before they begin to soften, and ship well. Quality is much better than regular Elberta — no bitterness at the pit. Could have sold thousands of bushels at \$1.50 per bushel. Dr. B. Holland, Waynesboro, Texas.

"A PEACH ORCHARD WHIPPED THE DEPRESSION FOR JOHN WILSON"

The August issue of American Fruit Grower magazine contained an article under the above heading that gave a very comprehensive account of man who owned a small farm, whose peach orchard brought him big quick returns during the years when average growers of farm crops were operating at heavy loss.

This article was so clearly written and made so plain the details of cost, expense and income from this small piece of land that every man who owns a fairly good piece of well-trained land will be interested. The story is condensed here:

In the Spring of 1934 Mr. Wilson bought a 20 acre Illinois farm for \$1300.00 and that Spring he planted the bulk of it in peach trees. The first crop was harvested in 1937 (just three years after planting — peaches bear young) and careful records were kept up to the time this article was written.

Eight crops have been harvested during the past 10 years — and the report given by the owner shows what can be done with a peach orchard of good varieties, given good care. Here's what the owner's report shows:

"Expressed in round numbers this orchard has earned a profit of almost \$800 dollars for EACH YEAR since it began to bear — eleven years ago. This is net after deducting the cost of labor, spraying, pruning, buildings, equipment and such and every expense of operating the orchard. Also it includes the years when small crops or no crop at all was grown."

This fine net income has resulted from a total investment of only \$2,208 — for that is the exact cost of land, trees, planting, care of orchard up to bearing age, and all equipment. He paid only \$1300.00 for the 20 acres of land.

Suppose you had planted 20 Acres of your land in peaches.

Turn Idle Acres Into A Profitable Peach Orchard

Land owners have a great money-making opportunity now. With peach production decreasing, with the number of bearing trees far below the average, with the population increasing steadily, with property surely returning, there is a waiting market for high quality peaches.

You have probably taken land out of cultivation of cotton, grain or tobacco crops. You can plant this idle land to fruit trees and still get full Government benefit payments — provided you also plant a cover crop such as clovers, vetch, cowpeas, soybeans, etc., on the same land that your young trees occupy.

THE VARIETIES THAT HAVE MADE AND ARE MAKING BIG MONEY FOR GROWERS

Let men thoroughly familiar with varieties of peaches in the orchard and on the market help you. We know varieties and we know orchards. Our whole life (Four generations of Stark accumulated experience) has been given over to this work — and we offer our services to you — FREE!

On these pages we have pictured and described 10 varieties of peaches that are the best money-makers.

The test orchards of Stark Nurseries have tested practically all varieties of peaches known in this country. We know the strong points of all varieties — also their weakness. We are also familiar with up-to-date orchard practices and we can help those who are interested. We will be at your service and will gladly help guide you to success.

We suggest that after you have read this circular you look over your land NOW and pick out a piece you can spare for a peach orchard. You can be assured that Peach Growing, with the present

ROADSIDE STANDS AND LOCAL MARKETS EXTREMELY PROFITABLE

"In the past few years it has been my observation that roadside sales have given the grower more profit than any type of selling." Ray Marsh, Associate Professor in Horticulture, Urbana, Illinois.

"Local sales of fruit either through roadside stands or direct from the orchards, where favorably located, not only enables the grower to get a good market price even in adverse seasons, but it also gives him more steady income throughout the harvest season." W. N. Scarff Sons (1500 Acres of Orchards.)

"Roadside Markets" says R. P. Atherton in Rural New Yorker, "not only give extra cash to the farmer, but teach his children — who often have full charge of the stand — the value of money and gives them needed responsibility."



Hal-Berta Giant
World's First
Patented Peach

"ONE ACRE OF PEACH TREES MADE ME MORE MONEY THAN 50 ACRES OF WHEAT"

I have one acre planted to Hal-Berta Giant, Red Bird Cling and other Stark peach trees which made me a profit of about \$536.00 this year. I got \$2.00 a bushel for my Hal-Berta Giant peaches right at the orchard.

This one-acre orchard, year after year, brings me big profits — more than 40 to 50 acres of wheat and other grains which I grow on the rest of my 80-acre farm. E. H. Bekkbrede, St. Charles Co., Mo.

Hal-Berta Giant Brings Me Highest Prices

"Hal-Berta Giant Peach is the best peach in my orchard of 19 varieties. I get \$2.25 to \$2.50 a bushel for them, and this year sold my extra fancy Hal-Berta Giants for 5 cents a peach. Peter Bohland, Clark, Co., Ohio.

LATE ELBERTA

Just what the name implies — A LATE RIPENING ELBERTA that goes on the market long after Elbertas are gone. Looks just like Elberta, but averaging a little larger and better quality — HIGHLY FLAVORED, sweet, no bitterness at the pit. It is a peach that pays well, because it goes on the market AFTER THE ELBERTA SEASON IS OVER.

The lengthening of the Elberta ripening season by the addition of the same type and the better quality has added millions in income to the peach industry. July Elberta and Stark Early Elberta, ripening AHEAD OF ELBERTA, and Hal-Berta and Late Elberta, ripening AFTER ELBERTA, are the four outstanding varieties of this type. All four are improvements over the Old Elberta and they bring better prices as the FRUIT RIPENS WHEN THE MARKET IS NOT LOADED.

We offer the true strain Late Elberta which we have propagated over 25 years. It ripens after Hal-Berta Giant and before Krummel October — just when good peaches BRING BEST MONEY.

When a peach orchard is contemplated where a succession of ripening is desired this magnificent peach should be planted without fail.

HAL-BERTA GIANT

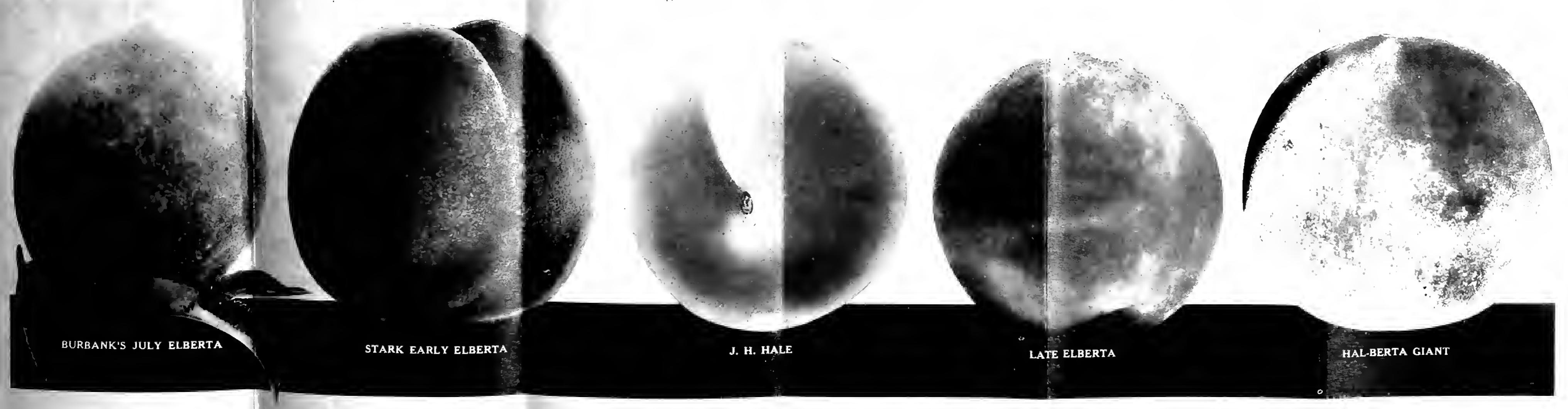
The peach SENSATION of this century. GREATEST IN SIZE, OUTSTANDING IN BEAUTY, UNAPPROACHED IN QUALITY. Hal-Berta Giant combines all the good qualities a grower wants, and brings MORE MONEY PER TREE, per bushel, than any other peach. Ripe 10 days to 2 weeks AFTER ELBERTA and has been acclaimed everywhere as the OUTSTANDING AMERICAN PEACH. Hal-Berta Giant was the First Fruit Tree to be awarded a U. S. Plant Patent. It is of the J. H. Hale Type, round, firm, highly colored, BUT HAL-BERTA IS LARGER THAN J. H. HALE, MORE BEAUTIFUL, BETTER QUALITY. All are LARGE peaches — no small ones.

\$3.00 TO \$4.00 FOR HAL-BERTA GIANTS

"Many of my Hal-Bertas weighed from 12 to 16 ounces each and people went wild over them. Sold at \$3.00, \$3.50 and as high as \$4.00 per bushel." H. Lee Hawkins, Okla.

HARPY IN BUD

"Giant in size — color and flavor, unequalled. Will stand more severe weather than any variety we know." Norman Brown, Pa.



BURBANK'S JULY ELBERTA

STARK EARLY ELBERTA

J. H. HALE

LATE ELBERTA

HAL-BERTA GIANT

A Golden Opportunity For YOU

A Golden Opportunity Awaits The Man Who Plants HIGH QUALITY PEACHES NOW! Our Population Is Growing Fast—43% INCREASE IN POPULATION In The Last 25 Years. U. S. Department Of Agriculture Census Shows Big Lack Of Peach Trees To SUPPLY INCREASING DEMAND.

"This Country Needs At Least 30,000,000 (Thirty Million) Trees Planted NOW If Huge Deficit Is To Be Avoided" Says Capper's Farmer In Their February 1937 Issue."

"One Crop Paid All My Debts"

"I live 8 miles West of Weatherford on Bankhead Highway No. 1" says S. H. Beauchamp "on a hundred acres of land which was only partly paid for when I set

out my peach orchard.

The man who held the mortgage was constantly pressing me to pay off the balance and when it looked like I was going to lose my land and what I had paid on it, I applied to R. B. Alexander of Weatherford for a loan. He agreed to loan me the money provided I set out peach trees on the land.

"In 1932 my crop of peaches paid all of my current expenses, all my over-due debts and left me enough cash to build and furnish a modern home.

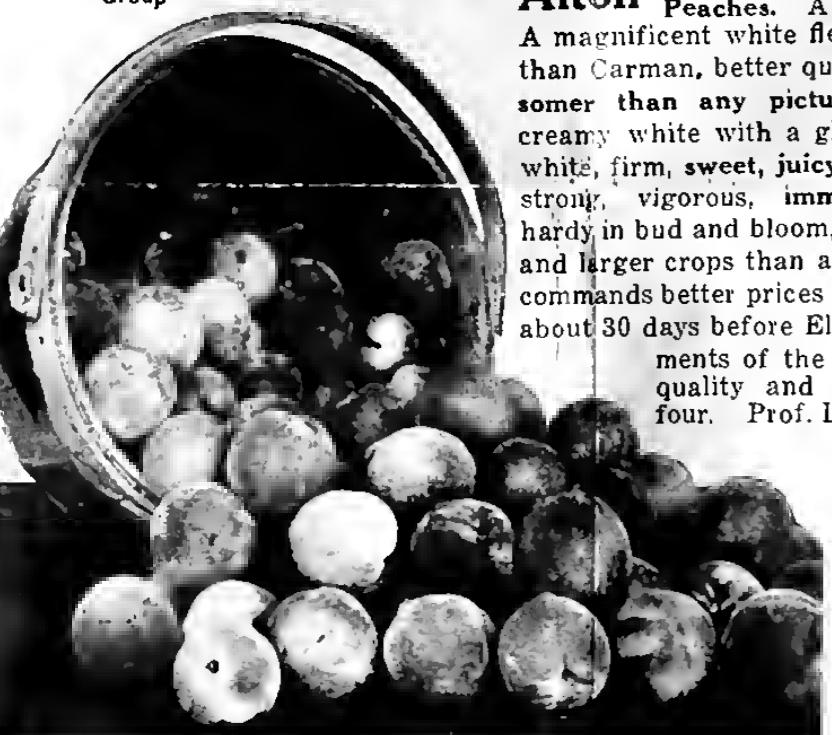
"Even in the drouth year of 1934 I sold 15,000 bushels of peaches."

"Sold \$802.00 Worth of Peaches One Day from Roadside Stand"

"Mayor LaFollette of Cornelius Oregon reported that on one day recently he sold \$802.00 worth of fresh peaches from his roadside stand in front of his house." Corvallis Oregon Independent.

Loaded Limb From Stark Early Elberta Peach Tree. Most Beautiful, Sweetest, Finest and One of the Most Prolific of the Elberta Group

Alton Early White Freestone. Queen of all White Peaches. A delicious white fleshed peach. A magnificent white fleshed freestone, that is larger than Carman, better quality than Champion, and handsomer than any picture ever painted. Fruit large, creamy white with a glorious blush of rosy red; flesh white, firm, sweet, juicy; flavor rich and luscious. Tree strong, vigorous, immensely productive, extremely hardy in bud and bloom, and everywhere produces more and larger crops than any other white peach. Always commands better prices than any other white sort. Ripe about 30 days before Elberta. There are four requirements of the commercial peach: color, size, quality and good shipper. Alton has all four. Prof. L. R. Taft, Mich. State Inspector, one of the most conservative orchardists in the north, says: "Alton one of the hardest we grow in Michigan." Ideal for canning, preserving, sweet pickles! 24 degrees below zero killed practically all peaches, including seedlings. Alton and Eureka came through with a fairly big crop.



The J. H. Hale Bears Young — Two-Year Old Trees Like This One Bring Big and Early Profits.

At no time in the last two generations have profit-prospects been so bright for the man who plants high quality peaches right NOW! Recent winters, with record-breaking low temperatures, followed by abnormally dry summers, have removed millions of older trees which have been supplying the public with peaches and very few trees have been planted to replace this enormous loss.

During the last ten or fifteen years there have been relatively few commercial peach orchards planted, so that there doesn't begin to be enough young trees coming on to supply our increasing population with the high quality peaches which

\$600 Net Profit From 2-3 Acre

Here is a glowing report from Mr. Louis H. Christ, of Jefferson County, Missouri, who is clearing \$600.00 from 1/4 Acre planted to 30 Burbank's July Elberta and 40 Hal-Berta Giant Peach Trees.

"In 1933 I decided to try a small planting of your Burbank July Elberta and Hal-Berta Giant Peach Trees. Last year—1937—both of these varieties bore and brought my highest prices. Although there was a big fruit crop of all kinds and prices for ordinary peaches were relatively low, I sold my July Elberta and 200 bushels of Hal-Berta Giant peaches right here at my orchard for prices ranging from \$2.25 to \$2.50 a bushel.

"Again this year, in 1938 I have a bumper crop (in spite of serious late frosts)—130 bushels from my 30 July Elberta trees which brought top prices and my 40 Hal-Berta trees are loaded again this year, and I am getting \$3.00 to \$3.50 a bushel right at my orchard, and can't supply the demand."

"July Elberta and Hal-Berta Giant are two of the finest."

\$1,000 Cash From Just Three Acres

Extract from Oct. 1937 Southern Planter Magazine

"One thousand dollars as a farm sideline certainly comes in handy" commented R. S. Kenner of Route 4, Lincolnton, N. C., in telling the other day about the returns he secured from his small peach orchard—practically at no extra labor costs, as all work was done in slack season or between jobs!

"Mr. Kenner has 300 peach trees, four years old, that returned him exactly \$1,000.00 in cash this year. He is so pleased with his results' that he is going to plant an additional 200 peach trees this Fall."

Stark Dependable and Improved Sorts Are Cheapest

Be sure to buy your trees from a reliable source, because successful growers know that a good, well-grown peach tree is worth many times as much as a cheap tree, grown by hit and miss methods. Stark Bro's Nurseries offer you TRUE TO NAME trees grown by careful scientific methods. Methods proven best by nearly 125 years of the combined experience of five generations. Stark IMPROVED HARDY RICH FLAVORED varieties bring you QUICKEST AND BIGGEST PROFITS therefore are cheapest.

Stark Peach Trees the Best Grown

We grow peach trees in tremendous quantities, as we take care of the business of careful far-seeing orchardists all over the United States. Experts select the land for our peach. It must be of proper type of soil—the location, drainage everything is considered. The proper type of seed are used, everything is incorporated in our own carefully worked out plan.

are always in demand at high prices. And these improved rich flavored peaches help to greatly further increase the demand and consumption.

Grasp this opportunity to reap golden profits. Be sure to supply the fast growing market for high quality peaches—a market which is increasing every year. The public is demanding these in preference to old Elberta.

Peach trees are easy to handle in the orchard. They take up very little space—planted 20 feet apart you can plant 108 peach trees in just 1 acre.

They begin to bear and to pay profits at a very early age. Successful growers in every peach growing section of the country often report splendid profits from three-year old trees which often pay for the entire cost of trees, planting and growing of the orchard and a good profit on top of that—all from one crop on 3-year trees. Two year trees bear excellent crops.

One Crop Paid For Orchard

"I am herewith sending you some pictures of some J. H. Hale and Stark Early Elberta Peach Trees—three years old, taken in R. M. Orth's orchard when he was gathering his second crop. These trees bore a real good crop at two years old—enough to pay all expenses on his orchard in date, and good profit besides. This second crop on the same trees (when only 3 years old) ran from 5 to 8 bushels per tree and brought him at retail \$1.50 per bushel—when peaches were very plentiful. People came from miles around to see this beautiful orchard of high quality, big profit-making peaches.—J. W. Hill, Charleston, W. Va.

"July Elberta and Hal-Berta Giant are two of the finest."

"2 Year Trees Bore Profit Crop"

"First crop of Stark Early Elberta and J. H. Hale paid for whole orchard the second year after planting," jubilantly report H. G. Hubbell & Son, Schuyler Co., N. Y.

"We picked 50 bushels of peaches from these trees the second summer after planting the orchard and sold them at ordinary price for the 500 trees. We sold our J. H. Hale peaches for \$2.50 a bushel even in a year of low prices.

"We also sold all the large containers of Stark's Early Elberta at \$2.50 a bushel. Repeaters begged for them in bushel lots, but we made as wide distribution as possible this first year."

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